

LINE SHEET



YC

WALK YOUR STORY

BRAND OVERVIEW

ABOUT YC

YC is a Moroccan-based sneaker brand dedicated to creating footwear where craftsmanship meets engineering. Each pair is handcrafted in Morocco by skilled artisans using premium, responsibly sourced materials. Our design philosophy is rooted in minimalism, durability, and conscious livingmaking sneakers that are as timeless as they are comfortable.

CORE VALUES

- **Precision** – Every detail matters.
- **Purpose** – We design with intention, not trends.
- **Craftsmanship** – Handcrafted by skilled Moroccan artisans.
- **Sustainability** – Responsibly sourced materials, slow fashion approach.
- **Timelessness** – Sneakers designed to transcend seasons.



COLLECTION OVERVIEW

YC

YC-LAYL

Deep Black

Full-grain leather

YC-NAHAR

Pure White

Full-grain leather

YC-LAYL & NAHAR

Black & White

Full-grain leather

Gender: Unisex

Sizes: EU 36 → 47

Material: Full-grain leather upper · Rubber sole Premium · Leather laces · Padded insole · Achilles-support heel notch

Origin: Designed in Barcelona · Handcrafted in Morocco



YC-LAYL

Style Name LAYL

Colorway Deep Black / All Black

Gender Unisex

Size Run EU 36 · 37 · 38 · 39 · 40 · 41
42 · 43 · 44 · 45 · 46 · 47

Upper Full-grain leather

Sole rubber

Lining Premium leather

Laces Flat leather laces - black

Insole Padded - engineered fit

Construction Handcrafted - traditional techniques



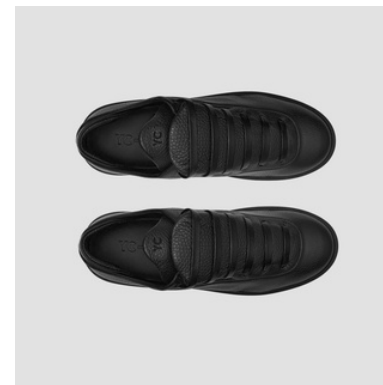
RRP €350 / \$400

Wholesale €160 / \$182

Retailer Margin 54%

MOQ 10 pairs

Packaging Premium white box
+ branded dust bag



YC-NAHAR

Colorway Pure White / All White

Gender Unisex

Size Run EU 36 · 37 · 38 · 39 · 40 · 41
42 · 43 · 44 · 45 · 46 · 47

Upper Full-grain leather

Sole rubber

Lining Premium leather

Laces Flat leather laces - white

Insole Padded - engineered fit

Construction Handcrafted - traditional techniques



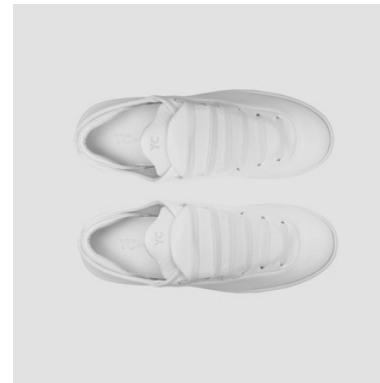
RRP €350 / \$400

Wholesale €160 / \$182

Retailer Margin 54%

MOQ 10 pairs

Packaging Premium white box
+ branded dust bag



YC-LAYL&NAHAR

Colorway Black upper · White sole & laces

Gender Unisex

Size Run EU 36 · 37 · 38 · 39 · 40 · 41
42 · 43 · 44 · 45 · 46 · 47

Upper Full-grain leather

Sole rubber

Lining Premium leather

Laces Flat leather laces - white

Insole Padded - engineered fit

Construction Handcrafted - traditional techniques



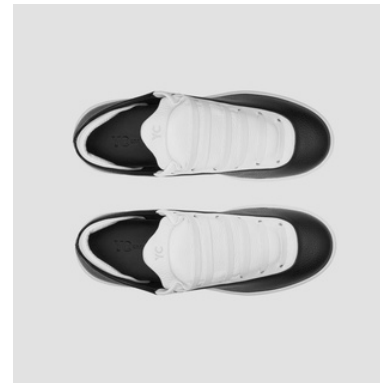
RRP €350 / \$400

Wholesale €160 / \$182

Retailer Margin 54%

MOQ 10 pairs

Packaging Premium white box
+ branded dust bag



PRODUCT FEATURES

- **Materials:** Full-grain leather, natural rubber soles, premium leather laces.
- **Construction:** Handcrafted in Morocco, traditional shoemaking techniques.
- **Comfort:** Achilles-support heel notch, padded insole, engineered fit.
- **Sustainability:** Responsibly sourced materials, limited production runs to reduce waste.
- **Origin:** Designed in Barcelona, handcrafted in Morocco.



WHOLESALE SUMMARY TABLE

MODEL	COLOR	RRP	WS	MARGIN	MOQ
LAYL	Black	€350	€160	54%	10 pr
NAHAR	White	€350	€160	54%	10 pr
LAYL&NAHAR	B&W	€350	€160	54%	10 pr

Opening order minimum: 10 pairs / 1 model
Full collection minimum: 30 pairs (10 per model)

USD equivalent: \$400 RRP · \$182 wholesale
GBP equivalent: £310 RRP · £141 wholesale



ORDER TERMS & CONDITIONS

PAYMENT

50% deposit upon order confirmation

50% balance before shipment

Bank transfer · Currency: EUR preferred

LEAD TIME

In-stock: 2–3 weeks

Made to order: 8–12 weeks from confirmation

DELIVERY

Ex-Works Morocco

Freight, customs & import duties at buyer's charge

MINIMUM ORDER QUANTITY

10 pairs per model per colorway

CANCELLATIONS

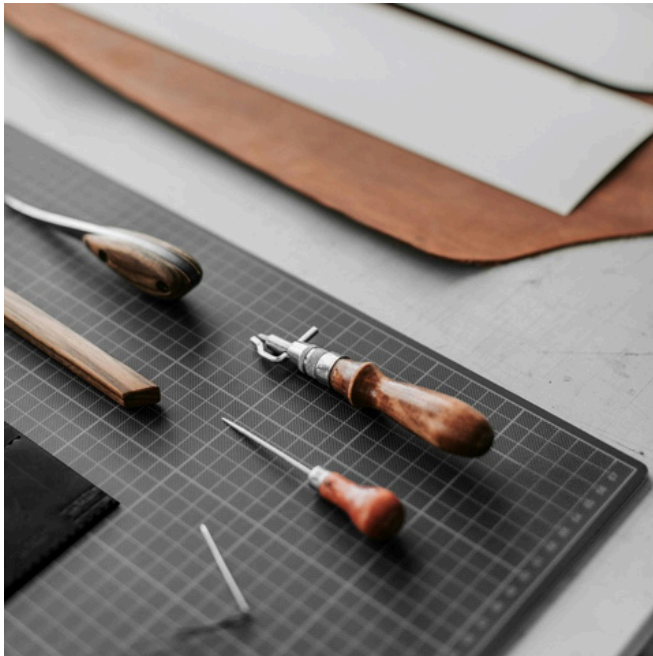
Orders confirmed with deposit are non-cancellable



SUSTAINABILITY COMMITMENT

Crafted with passion, perfected through precision. At **YC**, we merge age-old artisanal techniques with modern innovations to create sneakers that redefine everyday luxury.

Every pair undergoes meticulous craftsmanship, from sourcing premium materials to assembling each component with expert precision. Our sneakers are designed with comfort, durability, and aesthetics in mind blending minimalist silhouettes with bold details that elevate the urban sneaker experience.



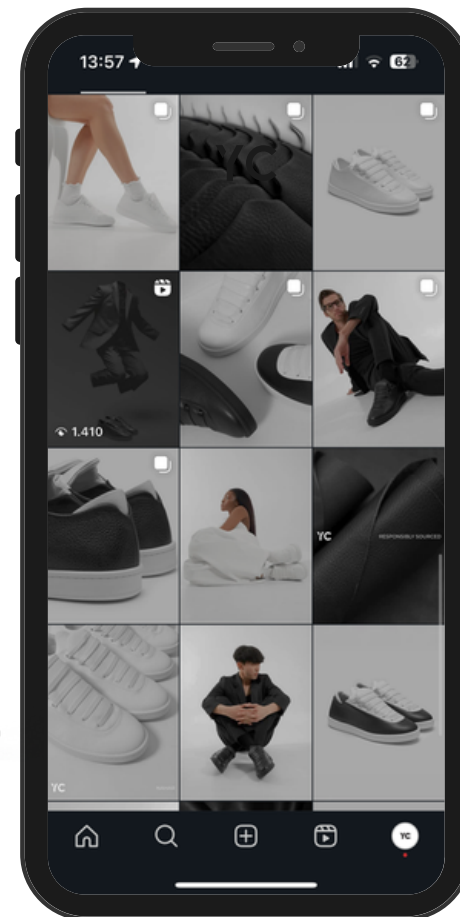
SOCIAL PROOF

INSTAGRAM: @YC___OFFICIAL

Growing community of conscious style enthusiasts across across the globe

WEBSITE: WWW.YCOFFICIAL.COM

Shipping worldwide services



ORDER INFORMATION

- **Sales contact:** Yassine
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- **Phone/WhatsApp:** +34 633 422 792



THANK YOU

YC

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